

FY 2014

\$99,942, to 5 A Day CSA, Beltsville, MD, to increase its consumer base through an interactive outreach and nutrition education campaign.

Final Report

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30,2014-September 30,2016
Authorized Representative Name:	Vicki Reese
Authorized Representative Phone:	301-595-0379
Authorized Representative Email:	vreese@5adaycsa.com
Recipient Organization Name:	5 A DAY CSA
Project Title as Stated on Grant Agreement:	Growing Healthy Families- Community Sponsored Agriculture in Limited Access Areas in the District of Columbia
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPP MD-0079-
Year Grant was Awarded:	2014
Project City/State:	Washington, DC
Total Awarded Budget:	99,942.00

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
 Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. Goal/Objective 1: Increase nutritional education of Growing Healthy Family participants
 - a. Progress Made: All major topics covered however continuing education will always be needed in any community.
 - b. Impact on Community: Core nutrition information was shared and introduced to staff members and visitors to the Anacostia library during our Growing Healthy Family classes. The classes discussed the health benefits of including at least 5 servings of fruit and vegetable per day. Discussions were also held also on the health risks of eating nutritionally poor processed and fast foods on a recurring basis and the high salt, fat and calorie content of common foods like pizza, sandwiches, hamburgers, soy sauce. A variety of food pyramids were discussed including the Mediterranean and African Heritage Diet. The classes were also an opportunity to allow for conversations, and question and answer periods where the participants voiced personal health concerns as well as nutrition related questions. Discussions were held on the benefits of balanced diets with adequate intake of protein, carbohydrates and fat. The combination of the cooking demonstration followed by the slide presentations allowed participants to discuss likes/dislike of certain produce, and learn simple food preparation techniques to increase fruit and vegetables intake with each balanced meal.
- ii. Goal/Objective 2: Discuss benefits of community sponsored agriculture and its role in increased consumption of locally sourced vegetables and fruit.
 - a. Progress Made: Yes. The unique aspects and benefits of community supported agriculture and 5 A DAY CSA in particular, were discussed in each class.
 - b. Impact on Community: The majority of the recipes used in the cooking demonstrations included a variety of recently harvested and seasonal vegetable and fruit from the farm. The participants were able to see and taste a wide variety of produce, learn about seasonal eating, and organic growing practices. The participants also learned about community sponsored agriculture as a method to purchase local vegetables and fruit. Representatives of a community organization, Hillcrest Children and Family Center and the library nonprofit visited the farm and were able to learn about a variety of traditional and ethnic crops grown on the farm. The visits to the health fairs, recreational center and mental health clinic introduced the concept of community sponsored agriculture to the staff and participants.
- iii. Goal/Objective 3: Cooking demonstrations at Growing Healthy Families Classes
 - a. Progress Made: Completed.
 - b. Impact on Community: Each week a variety of recipes were prepared using locally grown and harvested vegetable and fruit. The recipes were shared with the participants at the Anacostia library, 3 community health fairs, 1 recreation center and Hillcrest Children and Family Center. The demonstrations allowed for the attendees to learn, sample and taste a variety of vegetables and fruit available during the growing season. Participants also discussed the limited availability of

fresh fruit and vegetables in the community, learn about community sponsored agriculture and

- iv. Goal/Objective 4: Health education with chronic health disease prevention
 - a. Progress Made: Completed during grant, but ongoing education needed.
 - b., Impact on Community: The visits to the health fairs, Barry Farm recreational center and Hillcrest Family health clinic introduced the concept of community sponsored agriculture to the staff and participants, increased the awareness of staff and community members. The classes emphasized the importance of nutrition at each and every meal and the role that fruit and vegetables play in the prevention of chronic health diseases. The presentations during the Growing Healthy Family classes included topics such as prediabetes, diabetes, hypertension, obesity, and cardiovascular disease. The information shared in the Growing Healthy Family classes was also shared on a live radio program, as well as a podcast, through advertising on the Hope and Wellness Show on BLIS FM.

 - v. Goal/Objective 5: On-site visit to the farm
 - a. Progress Made: Yes
 - b. Impact on Community: Some staff members of the library, Friends of the Anacostia Library, a local restaurant owner, staff members of the Hillcrest Children and Family Center, and members of a private homecare community organization visited the farm during the grant period. The participants toured the farm and were introduced to a variety of crops native to this region as well as crops native to the Caribbean, West and East Africa. The farm visits included discussions on different agricultural growing methods, such as hydroponics and aquaponics, as well as discussions on sustainable .

 - vi. Goal/Objective 6: Expand availability and delivery of local fresh food to a limited access area
 - a. Progress Made: Yes
 - b. Impact on Community: Each week at the Anacostia Library, delivery and pickup of our CSA shares and individual items were available to the community. Community members and CSA members were able to receive their fresh fruit and vegetables. The fruit and vegetables were used in our cooking and chef demonstrations at the library and additional community sites. These sites included a two churches located in Ward 8, a recreation center located in Ward 8 as well as a healthcare facility in Ward 8. During the chef demonstrations at the community sites, we were able to further market the Growing Healthy Families library program as well as offer nutrition education. The benefits of eating locally sourced nutritionally dense vegetables, especially dark leafy greens, were discussed at all of the sites. We introduced many participants to a variety of vegetables, ethnic crops, and heirloom crops, not commonly seen in local grocery stores. In some classes, we also distributed, free of charge, and sample bags of dark leafy greens to participants of the Growing Healthy Families classes.
2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.
- i. Number of direct jobs created: 3

- ii. Number of jobs retained: 0
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 1
 - vi. Market sales increased by \$930 and increased by 100%.
 - vii. Number of farmers/producers that have benefited from the project: 1
 - a. Percent Increase: 1
3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how? We did reach a new population through our workshops. We were able to meet members of a local church near the library that subsequently purchased CSA shares and distributed their purchases to their community members. The community is a low fresh food access area that includes many seniors as well as disabled members. Through the interaction with the church, we were able to increase awareness of community sponsored agriculture as well introduce community members to a new option for purchasing fruit and vegetables.
4. Discuss your community partnerships.
- i. Who are your community partners? The Anacostia Library, Community Church of DC, Hillcrest Children and Family Center and DC Homecare Providers.
 - ii. How have they contributed to the overall results of the FMPP project? The chief librarian at the Anacostia Library was an invaluable resource that allowed us to use a designated space on a recurring basis as well as introduce us to other local community organizations involved in childcare and library support. The library staff also supported and encouraged library members to attend the Growing Healthy Family sessions. Through our classes we were able to meet members of the leadership of the Community Church of DC which resulted in purchases from 5 A DAY CSA as well as invitation to participate in their annual health fair to promote the Growing Healthy Family classes. 5 A DAY CSA participated in a total of 2 health fairs held by the Community Church of DC where we promoted our program through food tastings, demonstrations and distribution of flyers. At the Community Church health fair, we were also invited to another health fair held by Inner Light Incorporated in 2015. At the Community Church of DC health fair in 2016, we interacted with a representative from Hillcrest Children Family Center which resulted in 3 additional meetings with staff members from the center, and one meeting with the patients from the organization. The Hillcrest Family Center offers a medical home for clients with chronic mental health conditions and provides a holistic approach to disease management including nutrition education and food tastings. The staff members from Hillcrest Family Center visited the farm and invited us to offer a food tasting event during one of their weekly client sessions. Through our classes at the library, we were also introduced to the DC Homecare Providers, officers of the organization and some of the membership. Two members of this organization visited and toured the farm.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? We will continue to offer the opportunity for all of the organizations to visit the farm and learn more about food production and community sponsored agriculture. We will also continue to participate in health fairs at the Community Church of DC and other organizations located in the community. We will also continue to discuss further collaboration with all of the organizations to offer our CSA

shares or produce to their clients, staff and members. .

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Contractors were used for the project. The assistant program manager in the Growing Healthy Families program was a registered dietician that has extensive experience with nutrition, in general, and disease management in specific. Sharing reliable and accurate health and nutrition information was a core part of the Growing Healthy Family classes. The assistant program manager also had extensive knowledge of ethnic crops and recipes. We developed PowerPoint presentations, infographics, and articles to distribute during the classes, on social media, newsletters and on the 5 A DAY CSA website. The chef that participated with this grant project previously worked with a summer meal program for food insecure children at the Anacostia Library. With his participation, we prepared a variety of seasonal and simple dishes and also demonstrated how home chefs can prepare the same meals for their families. The administrative assistant provided support with promotion of the program on social media, assisting with the logistics of the Sunday program and, assisted with preparation of some of the interim reports. .

6. Have you publicized any results yet?* No.
 - i. If yes, how did you publicize the results?
 - ii. To whom did you publicize the results?
 - iii. How many stakeholders (i.e. people, entities) did you reach?*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? Verbal.
 - ii. What feedback was relayed (specific comments)? Specific comments were shared on a variety of topics. Comments included: "I didn't like squash until I tried the recipe in this class", "I look forward to these classes at the library", "I've stopped buying so much packaged food from the store", "I lost 20 pounds by eating less junk food", "I lost 40 pounds", "I never really used to eat vegetables until now", "I made the kale salad at home and enjoyed it", "I made the guacamole at home and enjoyed it". "Most farmers markets do not have all the items you can purchase at a store", "I think I can make this recipe at home after seeing you prepare it", "Thanks for the information, my physician did not give me any information on what I should eat to help manage my high blood pressure", "I did not know that these foods had so much salt in them", , "I never heard of the African heritage pyramid", "Can I have some more of this(multiple recipes)" "the podcast helps to reinforce information offered in the classes", "the fresh vegetables in the nearest store do not look fresh", "there isn't a store close to the library that has fresh fruit and vegetables that", "you can see how fresh the vegetables are from the farm", "I can't believe that you prepared this recipe here in the library", "it's expensive to purchase fresh fruit and vegetables", "we really enjoyed visiting the farm, it was an amazing experience", "we grow these crops in my country. I did not know you can grow them here", "I did not know that you could grow rice in Maryland", "I love the persimmons in our CSA shares".

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
 - ii. Did the project generate any income? Yes
 - a. If yes, how much was generated and how was it used to further the objectives of the award? \$930. Sales/Income generated from the program used to pay for transportation costs, cooking equipment(toaster oven and griddle), ingredients, and supplies(mixing bowls, knives, paper towels, paper plates, napkins, knives, forks, spoons, olive oil, vinegar, salmon, and more) for the classes.
9. Lessons Learned:
- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).The Growing Healthy Families program was based in a community library that continues to face challenges with income, food access and health literacy. To alleviate the need for food security, surrounding organizations provide free food distribution that includes fruit and vegetables. During our classes, we also donated some of our produce to participants as well. Further programming in food deserts may need to allow for sample shares that are distributed, free of charge, to encourage class participation. Community libraries attract a variety of visitors from all socioeconomic groups, and are receptive to a variety of programs, including our Growing Healthy Family classes. Support from library staff is critical to the success any programming and thankfully, the Growing Healthy Families classes were well received by the librarians in this community The library however does not allow for direct sales on its property and many of the community members receive SNAP benefits which does not allow for online payment prior to food purchases, as of yet. Further regulations regarding fresh food purchases should address the increasing availability of online purchasing of fruit and vegetables and the possible benefits of allowing clients to purchase produce online using SNAP benefits. The Growing Healthy Family classes resulted in opportunities to meet other organizations that are working to improve the health and health literacy of the community. Through attendance at several of our Growing Healthy Family class, 5 A DAY CSA was introduced to a church that offers community programs, three nonprofit agencies(Inner Vision, Empowerment Enterprises, and Hillcrest Child and Family Center); all allowed us to further market our Growing Healthy Family Classes. Our initial programming included the opportunity to visit the farm. Limited access to transportation as well as transportation costs however limited visits to the farm by our Growing Healthy Family attendees. Future programming will need to include arrangements for and include the costs for transportation expenses.
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: See above. Transportation costs and limited transportation options (public and private) restricted many of the participants from visiting the farm. Also, more sales may have resulted if online purchase were available to clients receiving supplemental nutrition assistance funding. Clients receiving supplemental nutritional assistance program funding (SNAP) should have the option to purchase fruit and vegetables online to combat limited access of fresh produce in food deserts .
 - iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: Partnership with established

community organizations may allow for expansion of current programming and the introduction of new programming. Support from the library staff resulted in invaluable introductions that expanded awareness of our CSA and classes. The use of podcasts also provide a marketing opportunity and a resource of information for future reference by class attendees. It is also important to understand that communities with limited access to fresh food have increased access to nutritionally poor food due to the saturation of fast food chains, corner markets and carryouts. Nutritional education will need to be an ongoing effort which also recognizes the difficulties in changing dietary patterns in communities overpopulated with establishments that profit from the sale of soda, candy, and nutritionally poor food high in calories, saturated/ transfat and salt.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project. We will continue to partner with the Anacostia Library, our community partners, and community organizations to offer programming that will hopefully result in job creation, sales, marketing opportunities and market expansion. Members of the library staff visited the farm for further discussion of community outreach and programming.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals? The future of the Growing Healthy Families program will include continued partnerships and programming that work in tandem with the needs of the community and with community based organizations agencies. Community input is critical to the development of successful programs.